Index

ABC washing machine.... 188
A&J can openers 153
—egg beaters 155, 156
A&P corn 19, 20
—peaches 15
—pears 16
—peas 21, 22
—salmon 25
—soap powder 199
—toilet paper 214
—tomatoes 23
A.P.W. toilet paper 214, 215
ABBOTT & COBB seed 234
ABSORBINE JR. 85, 95
Acne, treatment of 104
ADAM hats, men's 112
ADLER-I-KA 92
ADMIRATION SMILES cigars. 228
Agar 90, 91
AGAROL laxative 92
AGFA-ANSCO cameras 219
—film 227
Agranulocytosis 102
AIMCEE stockings 136, 137
AIR KING radio 252
AIR-WAY vacuum cleaner 185, 187
ALBODON tooth powder 52
Alcohol, as anti-freeze 138
—as antiseptic 85
Alcoholic beverages 239
ALEMITE motor oil 148
Alkalies for colds 88, 89
ALKA-SELTZER 89, 97
ALKA ZANE 89, 97
ALLIGATOR raincoat 120
ALL-NU insecticide 206
ALLONAL 98
ALMAY lipstick 66
ALOPHEN laxative 92
Alum in baking powder ...11, 36
ALUMIN-NU metal cleaner...191
Aluminum chloride, as perspiration suppressor ... 68
AMATO exposure meter 227
AMBER-LYTE paint 211
AMBROSIA face lotion 46
—hand lotion 63
AMERICAN tennis strings... 257
AMERICAN BEAUTY corn .. 19
AMERICAN BEAUTY electric iron 163
AMERICAN HOME salmon .. 26
AMERTAN 86
AMIDOL 102
Aminopyrine 98, 101, 102
AMMO cleaner 196
Ammonia, household 190, 191
AMOCAT asparagus 18
—tomatoes 23
AMOCO motor oil 148, 150
AMOLIN deodorant 56
AMONAL tablets 102
AMOSKEAG toilet paper ... 215
ANACIN 102
ANACONDA paint 208
ANDRE mascara 57
ANDRON prophylactic 106
ANGELUS shoe whitener 213
ANGELUS ROUGE INCARNAT 66
ANITA depilatory 60
ANN PAGE baked beans ... 19
—baking powder 11
—catsup 27
—maple syrup 40
—tomato juice 22
Anti-freeze 138
Antiseptics 85, 95, 96
ANTONIO & CLEOPATRA cigars 228
Ants, insecticides for ...204, 206
ANTZIS insecticide 206
A-PENN motor oil 147, 150
APEX washing machine..187, 189
Apple brandies 242
Appliance cords, electric.... 156
Apricots, canned 13
APRIL SHOWERS powder ... 70
AQUA VELVA shaving lotion. 78
ARAKELIAN, K., wine 239
Arch supports 125
ARCTURUS radio tubes 255
ARDELL razor blades 72
ARDENA eyelash grower 57
—SUN-PRUF cream 82
—VELVA cream 49
ARDEN'S SLENDERLINE REDUCER 101
ARGO asparagus 18
—peaches 15
—pears 17
—salmon 26
ARGOIL motor oil 149, 150
ARGUS camera 221, 222
Argyrism 88
Argyrol 87, 106

ARMAND cream 47
—lipstick 65
—powder 70
ARMOUR'S baked beans 19
—butter 12
ARMSTRONG inner tubes ... 151
ARMSTRONG paint 210
ARNOLD sleeping suit 109
ARROW flashlight cells 231
ARROW shirts, men's 113
—shorts, men's 113
—undershirts, men's 115
Arthritis 103
Artificial teeth, cleaners for. 54
—fasteners for 55
ARVIN auto radio 253
ASHUELOT toilet paper 215
Asparagus, canned 17
ASPER LAX laxative 92
Aspirin 87, 101
Asthma 101
Astringents, facial 46
ASTRING-O-SOL mouthwash. 67
—tooth powder 52
Athlete's foot, treatment of.. 95
ATLANTIC motor oil 148
ATLAS inner tubes 151
—storage batteries 145
ATOPHAN tablets 102
AUBURN cars (used) 143
AUNT JEMIMA pancake flour 37
AUSTIN cars (used) 143
AUSTIN'S disinfectant 196
AUTO GRAFLEX camera 221
Automobile inner tubes 150
—radios 252
—storage batteries 144
—tires 139
Automobiles, 1938 141
—used 141
AUTOPOINT pencil 245
AVALON toilet paper 215
AVONDALE corn 19
—peaches 15
—tomatoes 23

B. C. headache remedy ... 102
B&M baked beans 19
—corn 19, 21
BPS paint 210
B. V. D. bathing suits 107
—shorts, men's 114
—undershirts, men's 115
BABBITT'S cleaner 191
BAB-O cleaner 191
BABY STUART corn 20
BABY TOUCH depilatory ... 60
Baked goods, commercial .. 44
Baking powder 11
Baking soda, as dentifrice..51, 54
—for burns 86
—as deodorant 56
BALDAX camera 222
BALDAXETTE camera 226
Baldness 60
BALL-BAND rubbers 121, 122
BALLANTINE'S whisky 241
BANCROFT tennis racket ... 256
BAND-AID 98
BANNER flashlight cells 231
BANOL moth-preventive 206
BARBARA GOULD cream ... 49
—hand lotion 63
—lipstick 66
—powder 70
BARBASOL razor blades ... 72
—shaving cream 77
BARBIZON slips 133
BARBO COMPOUND hair dye 58
BARR typewriter 259
BARRETT seed 235
Bathing suits and trunks ... 107
Batteries, flashlight 230
—storage 144
BAYER'S aspirin 87, 89
BAY ROMA hair dye 58
Bay rum 46, 78
BAYSIDE asparagus 18
BAYUK PHILLIES cigars 228
BEAN HOLE baked beans ... 19
Beans, canned baked 19
BEAU BRUMMEL undershirts 114
BEAULIEU VINEYARD wine.. 239
BEAUTYREST mattress 111
BECK, A. S. shoes 125, 126
Bedbugs, insecticides for 204, 206, 207
BEE BEE camera 220
BEECH-NUT catsup 28
—coffee 33
—ORALGENE chewing gum 51
—tomato juice 22
Beef 41, 42
Beetles, insecticides for 207
BELFAIR sanitary napkins .. 73
BELLE FLEUR cream 47
BELLE KNIT stockings ...136, 137
BELLE UNDIES 132
BEN HUR coffee 31
Benzedrine inhalant 88
BERMA coffee 32
BERRY BROS. brandy 242
BERRY'S freckle ointment ... 79
BESSA camera 219
BEST flashlight cells 231
BEST BY TEST seeds 235
BESTMAID hot-water bottle. 167
BEST QUALITY paint 210
BEWI exposure meter 227
BIG M corn 20
—peas 22
—tomatoes 23
BISCEGLIA BROS. wine 239
BISQUICK 36
BISQUIT DUBOUCHE brandy 242
BLACKSTONE cigars 228
BLACK TOP salmon 27
BLACK & WHITE OINTMENT for feet 95
—for freckles 79
Blades, razor 71
BLANCO shoe whitener 213
Blankets, woolen 107

Bleaches, hair 57, 60
—skin 79
—tooth 54
BLEACHODENT tooth bleach 55
BLOSSOM BRIEFS women's shorts 132
BLO-ZERO anti-freeze 139
BLUE DIAMOND razor blades 72
BLUE RIBBON toilet paper .. 215
BLUE SWAN women's shorts 131, 132
BLUE WHIRL egg beater.... 155
BLUE & WHITE apricots.... 14
—baked beans 19
—corn 20
—peaches 15
—pears 17
—peas 22
BOALS-ROLLS laxative 92
BOB-O-LINK children's shoes 127
BOB WHITE toilet paper ... 215
Boilers, heating 175
BOKAR coffee 32
BO-KAY sunburn preventive. 82
BOLLACI cigars 228
BON AMI cleaner 191
BONCILLA cream 48
BOND flashlight cells..... 231
BOND suits 116
BON KORA obesity cream ... 100
BONNIE BEST salmon 27
BONNIE DOON stockings ... 137
BONNIE LADDIE shoes 127
BONNY LASS asparagus 18
BON TON toilet paper 215
BOOTE MILLS towels 130
BOOTH'S gin 244
BOST toothpaste 54
BOURJOIS powder 69
BRADFIELD'S tonic 106
Bran, as cereal 28, 30
—as laxative 28, 90
Brandies 242
BRANNON electric irons 163
BRAN-O-LAX laxative 91, 92
Bread, white 12
BRECK'S seed 234
BRIARDALE asparagus 18
—cherries 15
—tomatoes 23
BRILLIANT cameras 223
BRILLO silver polish 192
BRIMFULL apricots 14
—asparagus 18
—cherries 15
—corn 20, 21
—peaches 15
—pears 17
—peas 22
BRITO cleaner 190
—silver polish 192
BROMO QUININE 87, 89, 92
BROMO-SELTZER 97, 102
BROWNATONE hair dye 58
BROWN BROS. seed 234
BROWNIE cameras 218, 219
BRUNSWICK sewing machine 184
BRYN MAWR stockings..136, 137
BUGINE insecticide 206
BUICK cars (used) 143
Building materials 175
Bulbs, flashlight 230
—light 164
BULLET camera 219
BUMBLE BEE salmon 25
Bunions, treatment of 94
BURGESS flashlight cells.... 231
BURKE'S rum 243
BURMA-SHAVE shaving cream 77
Burners, oil 175
Burns, treatment of 86
BURPEE seeds 234
BURRELL seeds 234
BUSTER BROWN shoes ..126, 127
BUTLER tomato juice 22
Butter 12

C D cream 47
—flour 37
—hand lotion 63
—lipstick 65
—pancake flour 37
—powder 69
—radios 249, 250
—raincoat 121
—sanitary napkins 73
—shaving cream 77
—sheets 123
—shirts, men's 113
—soaps, laundry 197, 198
—soaps, toilet 80
—stockings 136
—sunburn lotion 82
—toothbrush 83, 84
—toothpaste 53
—undershirts, men's 114
—underwear, children's .. 110
C-H FELTOP cleaner 200
CADET razor blades 72
CADILLAC cars (used) 143
CAFE RICO coffee 33
CAL-BEST asparagus 18
CALDWELL'S SYRUP laxative 92
CALIFORNIA GRAPE PRODUCTS CO. wine 239
CALOX tooth powder 52
CALUMET baking powder ... 11
CALVERT'S whiskies 240
CAMAY soap 80
CAMEL fountain pen 247
—pencil 245
Cameras 216
CAMPANA'S hand lotion ... 64
CAMPBELL'S baked beans .. 19
—tomato juice 22
CAMPHO LYPTUS nose drops 89
CANADIAN CLUB whiskey.. 240
CANDID MIDGET camera.... 222
Cane syrups 40
Canned fruits and vegetables 12
CANNON sheets 124
—towels 128, 129

Can openers 152
CANUTE WATER hair dye .. 58
CAPUDINE 102
CARA NOME cream 48
CARASYL laxative 91
Carbon tetrachloride 200
CARBONA dry cleaner 200
—grease absorbent powder 200
—shoe whitener 212
CARDIN tonic 106
CARIOCA lipstick 66
CARMOTE paint 210
Cars, new 141
—used 141
CARTER paint 209
CARTER'S underwear 110
CARTER'S LITTLE LIVER PILLS 92
CASCARETS 92
CASHAY tampons 74
CASHMERE sanitary napkins. 74
CASHMERE BOUQUET cream. 48
—hand lotion 63
—lipstick 65
—powder 69
—soap 81
Castile soaps 81
CASTORIA 92
CATALINA bathing suits ... 107
Cathartics (see laxatives)
—as obesity cure 99
Catsup, tomato 27
CAVALIER ice box 182
CAVALIER shoe whitener ... 212
CAYUGA corn 20, 21
CEL-O-RAY scalp treatment. 61
CELTEX toilet paper..... 214
CENOL cleaner 200
Centipedes, extermination of 207
CENTURY asparagus 18
CENTURY tires 140
Cereals 28
CERTIFIED peaches 15
Chalk, precipitated 51
CHALLENGE toilet paper ... 214
CHAMBERLAIN'S hand lotion 63
CHAMPION light bulbs 164
CHANDA shorts, women's .. 132
—slips 135
CHARLES OF THE RITZ lipstick 66
CHARMIS soap 80
CHARMONA cream 47
CHASE & SANBORN coffee.. 32
CHATHAM sheets 124
Chemistry sets 227
CHERAMY lipstick 65
—powder 70
Cherries, canned 15
CHEVROLET cars (used) 142, 143
Chewing gum 51
CHIEF paint 210
CHIFFON powder 70
CHILTON fountain pen 247
—pencil 245
CHI-NAMEL paint 210
Chinaware 154
CHIPSO 198
CHI-VO paint 211
Chlorinated lime 195
CHRYSLER cars (used)...143, 144
Cigars 227
Citrocarbonates 89, 97
Citronella, oil of 205
CLABBER GIRL baking powder 11
Clams 43
CLEAN-BE-TWEEN toothbrush 84
Cleaners, drain 193
—dry 199
—metal 191
—paint-brush 194
—toilet-bowl 194
—window 193
Cleaning supplies, household. 190
CLEAR-DRIP coffee maker .. 154
CLEAR-TONE skin bleach .. 79
Clocks, electric 156
CLOROX 131, 195
CLOVE salmon 26
CLOVER FARM asparagus ... 18
—cherries 15
—tomatoes 23
CLOVERLEAF butter 12
Coal, for cooking 202
—for heating 201, 203
COCA-COLA 97
Cockroaches, insecticides for 204, 207
Coffee 30, 97
Coffee makers 153
COFFELT'S hair dye 58
Cognac 242
Coke 201, 203
Cold creams 46, 62, 63, 86
COLD STREAM salmon 25, 27
Colds, treatment of 86
COLGATE dentifrices 51, 54
—shaving supplies ..76 ,77, 78
—soap 80
COLLEGE INN tomato juice.. 22
COLOGNE BOUQUET soap... 81
COLONIAL GRAPE PRODUCTS CO. wine..... 239
COLONIAL DAMES cream... 49
—depilatory 60
—lipstick 66
COLOR SHINE shoe whiteners 213
COLOURA eyelash dye..... 57
COMET rice 30
COMET rust remover..... 191
COMMANDER paint 210
COMPANION camera 223
COMPOUND LICORICE POWDER laxative 92
COMSTOCK FERRE seeds.... 234
CONCENTRATED SUPER SUDS 198
Condensed milk 39
CONDITIONAIRE ice box.... 181
CONKLIN fountain pen..... 247
CONQUEROR paint 211
Constipation 89, 96
CONTAFLEX camera 224

CONTAX camera 225
CONTI castile soap..... 81
—liquid shave 78
—sunburn preventive..... 83
CONVERSE rubbers 122
Cooking costs 202
COOLERATOR ice boxes..... 181
COOLSPOT electric fan..... 159
CO-OP baked beans 19
—cereals 29, 30
—coffee 32
—corn 20
—flours 35, 36
—maple syrup 40
—motor oils 148, 149
—peaches 16
—pears 17
—salmon 27
—storage battery 145
—toilet papers 214
—tomatoes 23
COOPER razor blades..... 73
—thermometers 170, 171
CORD cars (used)..... 144
Corn, canned 19
—cereals 28, 30
Corn flakes 30
Corn meal 30
Corns, treatment of 94
CORONA typewriter 258, 259
Corrective shoes 125
CORTLAND tennis racket.... 255
COTY cream 48
—hand lotion 63
—lipstick 66
—powder 70
Coughs, treatment of..... 93
COUNTRY CLUB asparagus.. 18
—cherries 15
—corn 20, 21
—peaches 16
—pears 17
—salmon 27
—tomatoes 23
COURVOISIER brandy 242
CRAB ORCHARD whiskey.... 240
Crabs 43
CRAIG-MARTIN toothpaste.. 54
CRAWFORD suits 116
CRAZY CRYSTALS 92
CREAM OF WHEAT..... 29
Creams, cleansing 46
—cold 46, 62, 63, 86
—shaving 76
—special purpose 49
CREME ROSELLE 48
CREMO cigars 228
CREOFECTANT disinfectant.. 196
CRESCENT salmon 25
Cresol, solution of 195
CREST hot-water bottle..... 167
CRIBARI, B., & SONS wine.. 239
CROSLEY radios 250
—refrigerator 180
CROTZER'S BROMO MINT.. 97
CROXON PLASTIK depilatory. 60
CUBAN LA PRIMADORA cigars 228
Custard fillings 44
CUTEX cuticle remover..... 50
—lipstick 65
Cuticle removers 50
CUTICURA soap 81
CUTTY SARK whisky 242
CYCOL motor oil 149

D.D.S. toothpaste..... 54
DAGGETT & RAMSDELL cream 48
—lipstick 66
—powder 70
DAINTEE toilet paper 214
DAMASCUS sewing machine.. 184
DANDERINE hair tonic..... 62
DANDER-OFF hair tonic.... 62
Dandruff, treatment of....60, 61
DARK EYES eyelash dye..... 57
DART razor blades..... 73
DART shoe whitener..... 213
DARWIN razor blades..... 72
DAVIS baking powder 11
DAVIS CUP tennis strings... 257
DAWSON'S depilatory 60
DAYTON tires 140
DAZEY can openers.....152, 153
—juice extractor 168
DEBORAH MUNROE face lotion 46
DEEPSLEEP mattress 111
DEFENDER film 227
DEFENDER hot-water bottle.. 167
DE-GERM disinfectant 196
DEL-A-TONE depilatory 60
DELICIA BROW mascara.... 56
DEL MAIZ corn 20
DEL MONTE apricots 14
—asparagus 18
—cherries 15
—coffee 33
—corn 20, 21
—grapefruit juice 15
—peaches 16
—pears 17
—peas 21, 22
—salmon 25, 26
—tomatoes 23
—tomato juice 22
DEL-TOX disinfectant 196
DEMING'S salmon 26
DE MIRACLE depilatory.... 60
Dentifrices 50
Dentifricium N. F. VI..... 51
DENTRAY tooth powder..... 52
Denture fasteners 55
Deodorants, household 194
—perspiration 55
Depilatories 59, 78
DE PREE cleaner 200
DESOLVO drain cleaner..... 193
DE SOTO cars (used)..... 143
DEVOE paint 210
DE WANS depilatory 60

DEWAR'S whiskies 241, 242
DIAMOND tires 140
DIAMOND CRYSTAL salt.... 45
Diathermy 103
DIC-A-DOO paint cleaner.. 196
DIEHL electric fans.....159, 160
Diet 90, 96, 99
DI-LASH eyelash dye 57
DILAXIN laxative 92
DINNER CLUB coffee..... 32
Dinnerware 154
DIOXOGEN cream 49
Dishes 154
Disinfectants 194
DIXIE WHITE shoe whitener. 213
DIXIE BELLE sanitary napkins 74
DJER KISS powder 71
DOBBS hats, men's 112
DODGE cars (used) 142
DOE-SKIN toilet paper..... 214
DOLLINA cameras 222, 225
DOLLY cameras 222, 226
DOLORES shoe whitener..... 213
DOMESTIC sewing machine.. 183
DOMINION electric iron..162, 163
DOROTHY GRAY cream 48
—hand lotion 63
—lipstick 66
—powder 70
—sunburn cream 82
DO SELF sleeping suit..... 109
DOUBLEQUICK paint..... 211
Douches 95
DOUGLAS, W. L., shoes..125, 126
DR. BUTLER'S toothbrush... 84
DR. DENTON sleeping suit.. 109
DR. EDWARDS OLIVE TABLETS 92
DR. ELLIS lotion 46
DR. LYON'S tooth powder... 52
DR. McARTHUR'S toothpaste 53
DR. MARSHALL'S lotion..... 46
DR. PRICE'S baking powder.. 11
DR. SACHS toothpaste..... 54
DR. SCHOLL'S SOLVEX..... 95
DR. WEST'S toothbrush..... 84
—toothpaste 54
Drain cleaners 193
DRANO 193
DRAUCKER exposure meter.. 227
DREER seeds 234
Dresses, house 131
DREZMA powder 70
DRIP-DROP coffee maker... 154
DRIPOLATOR coffee maker.. 154
DROMEDARY grapefruit juice 15
Dry cleaners 199
DU BARRY cream..... 49
—powder 71
DUBLEKEEN razor blades.... 72
DUBONNET cigars 228
DUESENBERG cars (used)... 144
DUFAYCOLOR film..... 227
DUNLAP hats, men's..... 112
DUNLOP inner tubes..... 151
—tennis balls 257
—tires 140
DUO-DRAFT ice box..... 181
DUO-MAGIC shoe whitener.. 213
DU PONT film 227
—paint 210
DURATEX anti-freeze 139
DURENE stockings 137
DURO-TEST light bulbs 164
DUTCH BOY paint 209
DUTCH BRAND paint 210
DUTCH MASTERS cigars.... 228
Dyes, eyelash 56
—hair 57
Dysmenorrhea 102

E-Z underwear 110
E-Z FLOW salt..... 45
E-Z-KLEEN can opener..... 152
EZ-SITE thermometers 170
EAGLE paint 209
Earache, treatment of 102
Earthenware 154
EASTERN STATES FARMERS' EXCHANGE cereals ...29, 30
—seed 234
EASTMAN cameras 217
—film 227
EASY washing machine 188
EAU SUBLIME hair dye..... 58
EAZO cleaner 190
EBERHARD FABER fountain pen 247
EBERLE seed 234
ECCO asparagus 18
—peaches 16
—peas 21
—tomatoes 23
Eczema 101, 105
EDLUND can openers....152, 153
—egg beaters 155
EDNA WALLACE HOPPER creams 49
—powder 70
EDRO-LAX laxative 91
EDWARDS coffee 31
EDWARDS shoes 127
EFFICIENT ICE-O-METER thermometer 170
Egg beaters 155
Eggs 34
EHLERS' coffee 32
18 K salt 45
EIGHT O'CLOCK coffee..... 33
ELCO corn 19, 21
EL DORADO blanket 108
ELDREDGE sewing machines, 183, 184
Electric appliance cords..... 156
—clocks 156
—fans 158
—heating pads 161
—irons 162
—light bulbs 164
—ranges 171
—refrigerators 177
—sewing machines 182
—shavers 75

—toasters 165
—toothbrushes 84
—vacuum cleaners 185
—washing machines..... 187
Electricity, heating and cooking 201
ELECTRO BEWI exposure meter 227
ELECTROLUX refrigerator ... 179
—vacuum cleaners 186
Electrolysis 59
ELECTRO-MASSAGE toothbrush 84
ELECTRO-SHEET heating pad 161
ELEKTRA cigars 229
ELISE WHITE mascara 56
ELIZABETH ARDEN creams.. 49
—eyelash grower 57
—hand lotion 63
—lipstick 66
—powder 71
—sunburn preventive 82
ELKAY cleaner 200
—shoe whitener 213
—tooth bleach 55
ELMO cream 48
—lipstick 66
ELORDA cream 49
EL PRODUCTO cigars 228
EMBASSY cream 47
—lipstick 65
—powder 69
EMERALD motor oil 148
EMERSON electric fans..159, 160
—radios 251, 252
EMPRESS hair dye 58
EN-AR-CO motor oil ...148, 150
ENDICOTT JOHNSON shoes.. 127
ENDURANCE paint 210
Enemas 91
ENERGINE shoe whitener... 212
ENNA JETTICK shoes..... 126
ENO SALTS 92
Ephedrine 87, 88
EPHRAIM cream 48
ESSEX cars (used)..... 143, 144
ESSO motor oils..... 148, 149
ESSOLUBE motor oil..... 148
ESTERBROOK fountain pen.. 247
—pencil 244
Ethylene glycol 138
EUSTON paint 209
EVANS' depilatory 60
Evaporated milk 38
EVENING IN PARIS lipstick.. 65
—powder 71
EVEREADY flashlight cases.. 230
—flashlight cells 231
—sun lamp 104
EVEREADY PRESTONE antifreeze 138
EVERPURE ice box 181
EVER-READY household oil.. 207
EVERSHARP fountain pen.... 247
—pencil 245
EXAKTA cameras 224
EX-CEL tooth bleach 55
EXIDE storage battery..... 145
EX-LAX laxative 89, 93
EXO-NOX moth preventive .. 206
EXPELLO moth preventive... 206
Exposure meters, photographic 226
EXQUISITE apricots 14
—corn 20
—peaches 16
—pears 17
EXTANE cleaner 200
EX-TARTAR tooth bleach... 55
Eyelash and eyebrow preparations 56
Eyes, care of 93
EY-TEC 56

F&P cherries 15
FAID obesity cure 100
FAIRBANKS MORSE refrigerator 179
FAIRMONT tomatoes 23
FAIRWAY tomatoes 23
FAIRY soap 81
False teeth, cleaners for 54
—fasteners for 55
FAMILY BRAND paint 211
Fans, electric 158
FARASTAN 102
FAREL DESTIN acne lotion.. 46
Farina cereals 28, 29
FARR'S hair dye 58
FASHION PARK suits 116
FAYRO obesity cure 101
FEATHERDOWN toilet paper 215
FEEN-A-MINT laxative 93
Feet, care of 94, 125
FELS-NAPTHA soap 105, 198
FELSOL 102
FEM toilet paper 215
FEMINEX 102
Feminine hygiene 95
FERNDELL corn 20
FERRY MORSE seed 234
FERRY'S seed 235
Fertilizers 231
FIBS tampons 75
FIFTH AVENUE fountain pen 247
FIGHTING salmon 27
FIGUROIDS obesity cure 100
Film 227
FI-NA-ST asparagus 18
—corn 20, 21
—peaches 16
—tomatoes 23
FIRESTONE inner tubes 151
—motor oil 148
—tires 140
Fish, canned 24
—fresh 42
FISK inner tubes 151
—tires 140
FIT FOR A KING coffee 31
FITCH'S hair tonic 62
FIVE BROS. asparagus 18
FIVE O'CLOCK gin 244
FLAME GLO lipstick 65

Flashlights 229
FLEADEX insecticide 206
Fleas, insecticides for....206, 207
FLEISCHMANN'S gin 243
—yeast 106
Flies, insecticides for.204, 206, 207
FLIT 205
Floors 176
FLORIDA GOLD grapefruit juice 15
FLORSHEIM shoes 125
—socks 117
FLOSS-TEX toilet paper 215
FLOTEX anti-freeze 139
Flour, cake 35
—pancake 36
—prepared biscuit 36
Flowers of sulfur 204
Fly-paper 204
Fly sprays 205
FLY-TOX fly spray 205
FOLGER'S coffee 32
Foods, canned 12
—frozen 39
FORBES seeds 234
FORCE cereal 29
FORD cars (used) ..142, 143, 144
—storage batteries 146
FORESITE tooth powder 52
FORHAN'S toothpaste 53
—tooth powder 52
Formaldehyde 68, 195
Formalin 195
FORMULA 37 hair tonic 61
FORT ORANGE toilet paper.. 214
FOTH DERBY cameras 223
FOTIMER exposure meter .. 226
Fountain pens 245
FOUR ROSES whiskey 241
Fowl 43
FRANCES DENNY'S eyelash grower 57
—lipstick 66
FRANKLIN sewing machines 183, 184
Freckle removers 79
FRED PERRY tennis racket.. 256
FREE WESTINGHOUSE sewing machines 184
FRESHPAK apricots 14
—corn 19
—pears 17
FRIEND'S baked beans 19
FRIGIDAIRE refrigerator 179
FROSTILLA hand lotion ... 63
FROST'S MYSTIC cleaner ... 200
Frozen foods 39
Fruit, canned 12
—dried 37
—frozen 39
FRUIT INDUSTRIES wine .. 239
Fruit juice, grape 101
—grapefruit 15
—tomato 22
FRUIT OF THE LOOM house dress 131
—sheets 123
—shirts, men's 113
FRUITOLA laxative 92
Fuels, household 201
—motor 146
FULLER toothbrush 84
FULLERTON paint 210
Fumigation 195, 204
Furnaces 175
Furniture 171

GGG suits, men's 116
GLF PENN motor oil....148, 149
G. WASHINGTON coffee ... 33
GABY suntan lotion 82
GAMBLE'S paints 210, 211
GANTNER bathing suits 107
GARCIA GRANDE cigars ... 229
Garden methods and materials 231
Gargles 106
GARRETT & CO. wines 239
Gas, heating and cooking .. 201
Gas-range appliances 201
Gasolines 146
GAUZETS sanitary napkins.. 73
GENERAL flashlight cells ... 231
GENERAL inner tubes 151
—tires 140
GENERAL ELECTRIC clocks.. 157
—exposure meters 227
—fans 159, 160
—heating pads 162
—light bulbs 164
—radios 248, 250
—refrigerators 178, 179
—sun lamps 104
—vacuum cleaners 186
—washing machines 183
GENEVA corn 20, 21
GERBRO corn 20
GERMAN insecticide 206
GERM-AX moth preparation. 206
Germicides 85, 194
GILBERT electric clocks ... 158
GILBEY'S gin 243
GILL BROS. seeds 234
GILLETTE razor blades 72
Gins 243
GIRARD cigars 228
GLAD RAG silver polish ... 192
GLADYS GLAD cream 47
—powder 71
GLENMORE'S KENTUCKY TAVERN whiskey 239
GLOVER'S MANGE MEDICINE 62
GLY-CAS laxative 92
Goiter 44
GOLD DUST washing powder. 199
GOLDEN BEAR coffee 33
GOLDEN SHELL motor oil .148, 149
GOLDEN SHORE salmon 26
GOLD LABEL paint 210
GOLDMAN'S hair dye 58
GOLD MEDAL flour 35
Golf balls 238
GONDOLA soap 80, 197

Gonorrhea, treatment of 106
GOOD seed 235
GOOD PENN motor oil ..148, 149
GOODRICH hot water bottles 167
—inner tubes 151
—rubbers 121, 122
—storage batteries ...145, 146
—tires 140
GOODYEAR hot-water bottles 167
—inner tubes 151
—raincoats 120
—rubbers 122
—storage batteries 146
—tires 140
GOOSESKIN raincoat 120
GORDON stockings 137
GORDON'S gin 243
GORHAM CREAM silver polish 192
GOURAUD bleach 79
GRAFLEX camera 221, 224
GRAHAM cars (used) 143
GRAMERCY blankets 108
GRANADA toilet paper 215
GRANDEE toilet paper 214
GRAND'S shorts, men's 114
—shorts, women's 132
—thermometers 170
GRAND UNION apricots 14
—asparagus 18
—corn 21
—peaches 16
—peas 21
—tomatoes 23
Grape juice 101
GRAPE-NUTS 29
GRAPE-NUTS FLAKES 29
Grapefruit juice, canned ... 15
GRAYBAN hair dye..... 59
Grease absorbent powders 193, 200
GREEN GIANT peas 21, 22
GREEN RIVER whiskey ..240, 241
GREYTEST suits 116
GRIFFIN ALLWITE shoe whitener 212
GROVE'S LAXATIVE BROMO QUININE 87, 89, 92
GRUNOW radios 248, 249
—refrigerators 179
GUARDIAN motor oil 149
GULFLUBE motor oils ..148, 150
GULFPRIDE motor oils ..148, 149
Gums, care of 50, 51
GYPSY sunburn preventives 82, 83

H&D HEALTH SPRAY disinfectant 57
H.M. eyelash grower 57
H-O cereal 29
HADDON HALL cigars 228
HAIG & HAIG whisky ...241, 242
Hair, care of 60
Hair bleaches 58, 60
—dyes 57
—removers 59
—tonics 60
—treatments 60
HALEY'S M-O laxative 92
Halitosis 50, 66
HAMILTON BEACH vacuum cleaner 186
HAMMOND electric clocks 157, 158
Hand lotions 62
HANDIBAG hot-water bottle 167
HAND-O-TONIK hand lotion 63
HANDY ANDY juice extractor 168
HANDY HOT toaster 166
HANLEY CLIPSHAVE electric shaver 75
HANOVIA sun lamp 104
HAPPY VALE salmon 27
—tomatoes 23
HARPER lotion 46
HARPER METHOD hair tonic. 62
HARRIET HUBBARD AYER cream 48
—hand lotion 63
—lipstick 65
—powder 70
HARRIS seed 233
HARRISON'S shoe whitener.. 212
HARRY C. LEE tennis racket 256
HART SCHAFFNER & MARX suits 116
HARVARD cigars 228
Hats, men's 111
HAVANA CLUB rum 242
HAVANA RIBBON cigars ... 228
HAVOLINE motor oil ..148, 149
Hayfever, treatment of 101
HAYNES towels 128
HAY'S hair tonic 59
Headache, treatment of 102
HEALTH CRYSTALS 92
Heartburn 97
Heat lamps 103
Heating costs, household ... 203
Heating equipment 175
Heating pads, electric 181
HECK deodorant 69
HECKER'S cereals 29
—flour 35
HEINZ baked beans 19
—catsup 28
—rice flakes 30
—tomato juice 23
HELENA RUBINSTEIN cream. 49
—hand lotion 63
—lipstick 66
—powder 71
—sunburn preventive 83
HENDERSON seeds 234
Henna 58
HENNA SAN 58
HENNESSY'S brandy 242
HERB TEAS 92
HERMES typewriter 259
HERMITAGE asparagus 18
—cherries 15
—peaches 16
—pears 17

HERPICIDE hair tonic 62
HESS hair dye 59
—hand lotion 64
HEXIN 102
HEXYLRESORCINOL S. T. 37, 67, 85
HIGH STANDARD paint 210
HILDICK brandy 242
HILL'S coffee 33
HILL'S nose drops 89
HILLS BROS. coffee 31, 32
HILLS-DALE asparagus 18
HIND'S hand lotion 63
HINTS laxative 93
HIRAM WALKER'S whiskies.. 240
Hives, treatment of 101
HOLLAND inner tubes 151
HOLLOWAY'S gin 244
HOLLY salmon 25
HOLLY-PAX tampons 74
HOLLYWOOD eyelash dye .. 57
—Theatrical cream 47
HOLLYWOOD shoe whitener. 213
HOLLYWOOD MITT depilatory 60
Home construction 175
—maintenance 175
HONOR-BILT mattress 111
HOOD rubbers 122
HOOD-LAX laxative 91
HOOVER vacuum cleaners, 185, 186, 187
Hosiery, men's 116
—women's 135
HOTPOINT electric iron 163
—toaster 165
—washing machine 188
Hot-water bottles 166
HOUBIGANT lipstick 66
—powder 70
House dresses 131
House heating.....175, 201, 203
House paints 208
Household cleaning supplies.. 190
Household fuels 201
Household oils 207
Housing 175
HOWARD suits 116
HUBERT'S skin bleach 79
HUDSON cars (used) ..143, 144
HUPMOBILE cars (used) ... 144
HUSH deodorant 69
HUSKIES cereal 29
HYGRADE light bulbs 164
HYLAX laxative 93
HYTEST cleaner 200
HYVIS motor oils 150

I

IGA apricots
—asparagus 18
—cherries 15
—corn 20, 21
—peaches 16
—pears 17
—peas 22
—salt 45
Ice boxes 177, 180
Ice cream 39
ICE-O-MATIC refrigerator .. 179
ICE-O-METER thermometer.. 170
ICY POINT salmon 25
IDEAL cameras 220, 221
IDEAL moth block 206
IKOFLEX camera 224
IKONTA camera 222
I. MILLER shoes 126
IMPERIAL mattress 111
IMPERIAL tennis strings.... 257
INDIAN WALK shoes ...126, 127
Indigestion 96
INECTO hair dye 58
Infra-red heat, for baldness.. 61
—for pain 103
INGRAHAM electric clocks .. 158
INGRAM'S cream 49
—shaving cream 77
Inhalants, for colds 88, 89
—for coughs 93
INK-D-CATOR fountain pen. 247
INKOGRAPH fountain pen .. 247
INNER-CLEAN laxative ...91, 92
Inner tubes 150
Insect and disease control, garden 232
Insecticides 204
Insomnia, treatment for 97
INSTANT CLAIROL hair dye. 58
INSTANT DEW deodorant .. 69
INSTANT ODORONO deodorant 69
INSTANTANEOUS HAIR COLORINE 59
INTOSCOPE exposure meter.. 227
INTERIOR EXPOSURE exposure meter 227
INTERWOVEN socks 117
Insulation, house 175, 176
IODENT toothpaste 53
Iodine 85
Iodized salt 44
IONA apricots 14
—corn 20
—peaches 16
—pears 17
—peas 21, 22
—sauerkraut 22
—tomatoes 23
—tomato juice 23
IPANA toothpaste 53
IRIS salmon 26
IRIS sanitary napkins 74
IRONIZED YEAST 106
Irons, electric 162
Irradiated foods..... 38
IRRESISTIBLE lipstick 65
—powder 71
ITALIAN-SWISS COLONY wine 239
IVORY soaps, laundry 197
—toilet 80, 81, 197

JACK FROST salmon 26
JACKSON coffee maker 154
JACK SPRAT corn 21
—peaches 16
—tomatoes 23
JAD SALTS 92, 100
JALMA laundry soap 197
JANTZEN bathing suits ... 107
JAPANESE OIL hair tonic .. 62
JAP ROSE soap 81
JERGENS hand lotion 64
—soap 81
JEWEL paint 210
Jeweler's rouge 191
JOHN BEGG'S whisky 241
JOHNNIE WALKER whiskies, 241, 242
JOHNSON'S cleaner 196
JOHNSON'S cream 48
JOHNSON'S silver polish ... 192
JONTEEL cream 48
Juice extractors 167
JUICERETTE juice extractor. 168
JUNEMAN, E. P., tennis strings 257
JUNGLE QUEEN coffee 33
JUNIS cream 49
JUSTRITE insecticide 206

K-C baking powder 11
K-M electric fans 160
K-R-O squill 206
KA-BO shoe whitener 212
KADETTE radios 250, 251
KAFFEE HAG coffee 34
KALMS 102
KANTLEEK hot-water bottle. 167
KAUFMAN hats, men's 112
KAY DUNHILL house dress.. 131
KAYSER shorts, women's ... 132
—slips 134, 135
KEDS tennis shoes 257
KELLOGG'S cereals 29, 30
KELVINATOR refrigerator .. 179
KELLY'S shoe whitener 213
KELLY-SPRINGFIELD inner tubes 151
—tires 140
KEMP'S grapefruit juice 15
—tomato juice 23
KENDALL motor oil 148, 149
KENMORE sewing machines. 183
KEN-RAD radio tubes 255
KENT tennis racket 256
KENWOOD blanket 108
—snow suit 109
Kerosene, as insecticide. 204, 205
—for cleaning 190, 194
—for cooking 202
Ketchup, tomato 27
KEW-PEE lotion 46
KEY BRAND insecticide 206
KEZ sanitary napkins 73
KICKERNICK shorts, women's 132
KILBOURN paint 211
KILTIE toilet paper 214
KING ice box 182
KING EDWARD cigars 228
KINGSBERY'S freckle lotion.. 79
KINNEY'S salmon 25
KINTHO bleach 79
KIOMIN laxative 91
KIRKMAN'S cleaner 191
—soaps, laundry..105, 197, 198
—washing powder 199
KISSPROOF lipstick 66
—powder 70
KITCHEN hand lotion 63
KLEEN-RITE toothbrush 84
KLONDIKE ice box 181
KLOR-O-WASH disinfectant . 196
KNAPP'S juice extractor 168
KNIGHT radio tubes 255
KNOMARK shoe whitener.211, 213
KNOX hats, men's 112
KODACHROME film 227
KODAK cameras, 217, 220, 222, 225, 226
KOHLER'S ANTIDOTE 102
KOLOR-BAK hair dye 59
KOLYNOS toothpaste 53
KONATE moth preventive .. 205
KOOLMOTOR motor oil 148
KORELLE REFLEX camera .. 224
KOTEX sanitary napkins 74
KOTOFOM cleaner 196
KRAMER'S dental cream 53
KRASDALE asparagus 18
—coffee 32
—corn 20, 21
—peaches 16
—pears 17
—tomatoes 23
KREKO fountain pen 245, 247
—pencil 245
KREML hair tonic 62
KRESGE shorts, women's 132
KRESS shorts, men's 113
KRUMBLES cereal 29
KRUSCHEN SALTS 92, 100
KUNER'S corn 20
—peas 22
—tomatoes 23
KURLENE eyelash grower ... 57
KWICKWAY electric iron ... 163
KYANIZE paint 210

Labor conditions 9
LABORLITE disinfectant ... 196
LA CORONADA cigars 228
LA CREOLE hair dye 59
LADD juice extractor 168
LADOGA asparagus 18
LADY DOUGLAS shoes 126
LADY DOVER electric iron.. 163
LADY ESTHER cream 47
—lipstick 66
—powder 69
LADY FAIR mattress 111
LADY PEPPERELL sheets.123, 124

LAFAYETTE cars (used) .. 143
LAFAYETTE radio tubes ... 255
—radios 249, 250
LA FRANCE soap 197
LA GLORIA soap 81
LA GRANDE sanitary napkins 74
LAIRD'S brandy 242
Lamb 42
Lamp cords 156
LANDER'S hand lotion 63
Lanolin 62, 63
LAPACTIC laxative 92
LA PALINA cigars 228
LA PRIMADORA cigars 228
LAROS VELVEEN shorts, women's 132
LARVEX moth preventive 206
LA SALLE cars (used) ...143, 144
LASH-LURE eyelash dye 57
LATHERALL shaving cream.. 76
LATHERLESS shaving cream.. 77
Laundry soaps 105, 196
Lavender water 46
LAVITA tooth powder 52
LAVORIS mouthwash 67
Laxatives 90
—for colds 88, 89
—for obesity 99, 100
LEA'S hair dye 59
LEE hats, men's 112
LEE inner tubes 151
—tires 140
LEE, HARRY C., tennis racket 256
LEICA miniature camera..223, 225
Lemon squeezers 167
LENTHERIC lipstick 66
LEONARD refrigerator 179
LERNER stores stockings.... 137
LE SAVOY undershirts, men's 115
LESSER SLIM FIGURE BATH 101
Leucorrhea 95
LEUDI exposure meter 227
LIBBY'S apricots 14
—asparagus 18
—baked beans 19
—cherries 15
—corn 20
—grapefruit juice 15
—peaches 16
—pears 17
—peas 21, 22
—salmon 25, 26, 27
—sauerkraut 22
—tomatoes 23
—tomato juice 23
Lice, extermination of 207
LIFEBUOY shaving cream.... 76
—soap 55, 56, 81
LIGGETT'S can opener..... 153
Light bulbs 164
LILY salmon 27
LILY OF THE VALLEY peas.. 21
—tomatoes 23
LILY WHITE (see MACY'S)
Lime, chlorinated 195
LINCO motor oil.....148, 149
LINCOLN cars (used)..... 144
LINCOLN ZEPHYR cars (used) 143, 144
LINHOF camera 220
LIN-TEX toilet paper..... 215
LION HEAD motor oil..... 148
LIOS-SCOP exposure meter.. 227
Lipsticks 64
LIQUID ARVON hair tonic.. 62
LIQUID LASH LUX..... 56
Liquors 239
LISTERINE antiseptic 62, 67, 85, 95
—shaving cream 77
—toothpaste 53
—tooth powder 52
Lobsters 43
LOG CABIN syrup..... 41
LOOMCRAFT slips 134
LORADO hot-water bottle... 167
LORD PEPPERELL shirts, men's 113
LORIS eyelash dye 57
Lotio Albo lotion 104
Lotions, face..... 46
—hand 62
—shaving 78
LOTUS sanitary napkins..... 73
LOUISE NORRIS eyelash dye 57
Lugol's Solution 95
LUBRITE motor oil 148
Lumber 175, 176
LUR-EYE LASH DEVELOPER.. 57
LUX soap chips 197
—soaps, toilet 80
LUXITE shorts, women's.... 132
—slips 134
LUXOR powder 70
LUXURIA cream 48
—powder 70
LUXURY eyelash dye..... 57
LYDIA PINKHAM'S tablets.. 102
—vegetable compound.. 106
LYSOL 95, 95

McCAN, THOM shoes...126, 127
McGOVERN'S salmon 26
McKESSON'S gin 244
McLAUGHLIN'S coffee 33
MACY'S apricots 14
—asparagus 18
—baked beans 19
—baking powder 11
—catsup 28
—cherries 15
—cream 47
—electric shaver 76
—flour 36, 37
—hand lotion 63
—maple syrup 40
—motor oils 148, 150
—peaches 16
—pears 17
—peas 21
—razor blades 72
—salmon 25, 26
—shirts, men's 113

—shoes 126, 127
—shorts, men's 114
—shorts, women's 132
—stockings, women's 137
—sunburn preventive 83
—tomatoes 23
—tomato juice 22
—tooth powder 52
—typewriter 259
—undershirts, men's 114
MAGIC AIRE vacuum cleaner, 185, 186
MAGIC polish 192
MAGIC shaving powder 79
MAGNAN tennis racket 256
MAJESTIC electric shaver 76
MAJESTIC sewing machine 183
MAJESTIC shoe whiteners 212, 213
MALLORY hats, men's 112
MANATIA cigars 228
MANHATTAN shorts, men's 113
—undershirts, men's 115
MANISTEE salt 45
MANNING-BOWMAN toaster 165
MANSBROOKE raincoat 120
MANSCO shorts, men's 114
—undershirts, men's 115
MAPLEINE 41
Maple syrup 40
MARCO asparagus 18
—corn 21
—peaches 16
—peas 22
MARIPOSA blanket 108
MARLIN razor blades 72
MARMOLA obesity cure 100
MARQUIS DE CAUSSADE brandy 242
MARTELL brandy 242
MARTEX towels 128, 129, 130
MARTIN'S paint 211
MARTIN'S V. V. O. whisky 241
MARTINSON'S coffee 31
MARVELOUS cream 48
—lipstick 65
—powder 70
MARY T. GOLDMAN'S hair dye 58
Mascara 56
MASCOT hot-water bottle 167
MASQUE eyelash color 56
MASSO toothbrush 83
MASTER electric fan 160
MASTERCRAFT heating pad 162
MASTER CRAFT paint 210
MASTER WHITE shoe whitener 213
Mattresses 110
MAX FACTOR'S lipstick 65, 66
—powder 70
—Theatrical cream 47
MAXIMAR camera 220
MAXWELL HOUSE coffee 32
MAYBELLINE eyelash dye 56
—eyelash grower 57
MAY-FIELD corn 20
MAYFLOWER house dress 131
MAYFLOWER towels 128
MAYFLOWER whiskey 240
MAYTAG washing machine 189
MAZDA flashlight bulbs 230
—light bulbs 164
Meat 41
—frozen 39
Mechanical pencils 244
—refrigerators 177
—toothbrushes 84
Medicine cabinet 98
ME DO sleeping suit 109
—underwear, children's 110
MELLO-WHEAT cereal 29
MELTON hats, men's 112
MENNEN'S shaving cream 77
—shaving lotion 78
Menstrual pain 102, 103
MENTHOLATUM ointment 89
MERCOLIZED WAX 49
Mercurochrome 85
MERIT flashlight cells 231
Metal cleaners and polishes 191
METANIC JELLY 86
METHAZONE anti-freeze 139
MIAMI sunburn preventive 82
Mice, extermination of, 205, 206, 207
MIDDISHADE suits, men's 116
MIDDLEBURY electric clocks 158
MIDLAND CO-OP motor oils 149
MIDOL 102
MILANO castile soap 81
Milk, condensed 39
—evaporated 38
—fresh 38
MILK-I-DENT toothpaste 53
MILKOATO cereal 29
Milk of magnesia 91
MILK OF MAGNESIA tooth-paste 53
MILKORNO cereal 30
MILKWHEATO cereal 29
MILLER tires 140
MILLER, I., shoes 126
MILSHIRE gin 243
Mineral oil 90, 91, 92
Mineral oil nose drops 87, 89
Minerals in food 34
MINIFOTO cameras 223
MINI PHOTOSCOP exposure meter 227
MINITMIX biscuit flour 36
MINNESOTA sewing machine 184
MINNESOTA VALLEY peas 21
MIRACLE electric shaver 75
MIRAX window cleaner 193
MIRRO-CLEAR-DRIP coffee maker 154
MISSION asparagus 18
—peas 22
MISS VANITY slips 134
MISTOL nose drops 89
MOBIL FREEZONE anti-freeze 139
MOBILOIL motor oils 148, 150
MOBO window cleaner 193
MODERNE heating pad 162

MODESS sanitary napkins.... 73
MOHAWK sheets 124
MOHAWK inner tubes 151
—tires 140
MOLLE shaving cream 77
MONARCH asparagus 18
—baked beans 19
—cherries 15
—corn 19, 21
—grapefruit juice..... 15
—paint 211
—peaches 16
—pears 17
—peas 22
—sauerkraut 22
—tomatoes 23
MONOGRAM insecticide 206
MONOGRAM motor oils..148, 149
MOON-SHINE disinfectant .. 196
MOREDGE razor blades 72
MORLEY stockings 137
MORTON'S salt 45
Mosquitoes, insecticides for, 205, 207
Moth balls 205
MOTHEX 206
MOTHOLA 206
MOTHOLATOR 206
MOTH-PRUF cabinets 206
MOTH TABS 206
MOTH WOOL 206
MOTODENT mechanical toothbrush 84
Motor oils 147
MOTOROLA auto radio. 253, 254
MOTOSHAVER electric shaver 76
MOUNT VERNON whiskey... 239
Mouthwashes 66
MR. McCORRISON'S bleach.. 79
MRS. POTTER'S hair dye .. 58
MRS. S. A. ALLEN'S hair dye 58
MUFTI cleaner 200
MULSITAN sunburn preventive 82
MUNSING WEAR shorts, women's 132
—slips 135
MURIEL cigars 228
MUSCOGEE towels 128
MUSTEROLE 89
Mutton 42
MYCO razor blades..... 72
MYER'S PLANTER'S PUNCH rum 243
MYSTIC cream 48
—hair dye 59
—hand lotion 63
—sunburn preventive 82

NADA-MAS hair dye 59
NADINOLA cream 49
Nail polishes 67
—polish removers 68
NANCY LEE lotion 46
Naphtha 200
NASH cars (used).....143, 144
NATIONAL corn 20
NATIONAL sewing machines. 184
NATIONAL UNION radio tubes 255
NATION WIDE sheets 124
NATURAL BLOOM cigars.... 229
NATURE'S REMEDY (NR) laxative 92
NAUTICAL TOGS bathing suits 107
NAZARETH sleeping suit ... 109
NEET depilatory 60
NELLY DON house dress.... 131
Neosilvol 87
Neosynephrin 87, 88
NEPTO hand lotion 64
NESTEEN hair dye 58
NETTAX camera 225
NEURODYNE 102
NEW HAVEN electric clocks. 158
NEW HOME sewing machine. 183
NEW MIX toothpaste..... 54
NEW PEBECO toothpaste.... 54
NEW PROCESS CO. shirts, men's 113
NEW TEXACO motor oils 148, 149
NEW WILLARD sewing machine 184
New York City Black List.... 79
NEW YORKER suits, men's.. 116
NIAGARA towels 130
NIBLETS corn 21
NICKEL-PAK toilet paper.... 215
"NO. 5" tennis strings..... 256
NOBURN sunburn preventive. 83
NO MEND stockings..... 136
NO-MOTH 206
NONE-SUCH tomatoes..... 23
NON-SPI deodorant 69
NORGE refrigerator 178
NOROL-AGAR laxative 93
NORTH BAY salmon 26
NORTHERN cleaner 200
NORTHERN LIGHTS light bulbs 164
NORTHRUP KING seed 234
NO-RUB shoe whitener..... 212
NOR'WAY anti-freeze..... 139
NORWICH sunburn preventive 83
Nose drops and sprays....87, 89
NOURISHINE hair dye..... 59
NOXZEMA sunburn preventive 83
NU EVE shorts, women's.... 132
NUMBER 27 CARL UPMANN cigars 228
NUNN-BUSH shoes 126
NUTLAX laxative 93
NU-VEL sanitary napkins ... 74
NYAL cleaner 200
NYE'S household oil..... 207

O.H. tooth powder 52
OAKITE cleaner 190
OAKLAND cars (used)..... 144
Oat cereals 28, 29
Obesity cures 99
OCCY-CRYSTINE laxative .. 92

OCTAGON laundry soap 199
ODELL hair dye 59
ODORA 206
ODORONO deodorant 69
OFFICIAL GIRL SCOUT shoes 126
OH-BOY salmon 26
Oil, fuel 201, 203
—motor 147
Oil burners 175
Oils for household use 207
Oil of cloves 55
OLD DRUM whiskey 241
OLD DUTCH CLEANSER 191
OLD GOLD coffee 33
OLD JUDGE salmon 25
OLD METHUSALEM whiskey 241
OLD MR. BOSTON gin 244
OLD OVERHOLT whiskey 240
OLD QUAKER whiskey 240
OLD SCHENLEY whiskey 240
OLDSMOBILE cars (used) 142, 143
OLIVE OIL cream 47
Olive oil, for burns 86
—in hair treatment 60
—as hand lotion 62, 63
OLYMPIC ice boxes 181
OMEGA STA-WHITE shoe whitener 212
101 disinfectant 196
ONE WHITE shoe whitener .. 213
ONYX stockings 136
OPALINE motor oils 148, 150
OPTIMO cigars 229
ORALGENE chewing gum 51
Orange squeezers 167
ORCHIS soap 80
ORLANDO cigars 229
ORLEX COMPOUND hair dye 59
OTHINE freckle cream 79
OUR BREAKFAST coffee 33
OUR FAMILY salt 45
OUTDOOR GIRL cream 48
—lipstick 65
—powder 70
OVALTINE 98
Oven thermometers 171
OVERMAN inner tubes 151
OXOL 131
OXYDOL 198
Oysters 43

PDQ laxative 93
P&G asparagus 18
—corn 21
—peaches 16
—pears 17
P&G laundry soap 199
PACIFIC toilet paper 214
PACKARD cars (used) .. 143, 144
PACKARD electric shaver ... 76
PACKER'S tar soap 81
PAIN, treatment of 101, 103
Paint removers 194
Paint-brush cleaners 194
Paints, house 208
Pajamas, children's 108
PAL-LO cleaner 191
PALMER mattress 111
PALMER'S skin whitener ... 79
PALMITAS cigars 229
PALMOLIVE bead soap 197
—shaving cream 77
—shaving lotion 78
—shaving soap 78
—toilet soap 80
Pancake flour 36
PARAGON hair dye 58
PARK & TILFORD lipstick .. 65
PARKE-DAVIS cream 47
PARKER fountain pen 247
PARKER'S hair dye 59
PARKLEIGH suits, men's 116
PASTEURIZED cream 49
Pastries, commercial 44
PATTERSON'S CEDAREX tubes 206
PAUL JONES whiskey 241
PAVEWAY sewing machines .. 184
Peaches, canned 15
Pears, canned 16
Peas, canned 21
PEBECO toothpaste 54
—tooth powder 51
PEDIFORME shoes 127
PEE-CHEE shoe whitener 213
Pencils, mechanical 244
PENCO rubbers 122
—sheets 123
PENETRO 89
PENIMAID sanitary napkins .. 73
PENN CO-OP motor oil .. 148, 149
PENN-CRAFT hats, men's .. 112
PENNEY'S hats, men's 112
—rubbers 122
—sheets 123
—shirts, men's 113
—shoes 127
—shorts, men's 113
—shorts, women's 132
—socks, men's 117
—undershirts, men's 114
PENN-RAD motor oils .. 147, 149
PENNSYLVANIA tennis balls. 257
PENNZOIL motor oils ... 148, 149
Pens, fountain 245
PEP cereal 30
PEPPERELL house dress 131
—sheets 123, 124
PEP-R-MINT toothpaste 54
PEPSODENT antiseptic 85, 95
—mouthwash 67
—toothpaste 53
—tooth powder 52
PEQUOT sheets 124
PERALGA 98
Percolators 153
PERFECT FORM slips 134
PERFECT STRIKE salmon 26
PERMA-COLEUR eyelash dye. 56
PERMATEX windshield cleaner 193
Peroxide 60, 79, 85

Perspiration suppressors 68
PERUNA tonic 106
PERUTZ film 227
PETAL PARFAY shorts, women's 132
PETER DAWSON whisky..241, 242
PETROLAGAR laxative 92
PETRO-SYLLIUM mineral oil emulsion 92
PETTIJOHN'S cereal 29
PHANTOM BROW eyelash dye 57
PHENOBILIN laxative 93
PHENOLAX laxative 93
PHILCO auto radios 253
—radio sets 248, 249, 250
—radio tubes 255
PHILIPA toilet paper 215
PHILLIES cigars 228
PHILLIPS' MILK OF MAGNESIA creams 48, 49
—laxative 97
—tablets 97
—toothpaste 54
PHILLIPS baked beans 19
—corn 20
—peas 21, 22
—tomatoes 23
—tomato juice 22
PHOENIX stockings 136, 137
Photographic equipment 216
Physical therapy 103
PIED PIPER shoes 127
PIERCE ARROW cars (used). 144
Pillows 118
PILLSBURY'S cereals 29, 30
—flours 35, 37
PILOT camera 224
Pine-oil disinfectants 195
PINEOLEUM nose drops 89
PIONEER paint 209
PIPPIN cigars 228
PLASCO paint 211
PLAT-NUM sunburn preventive 83
PLENAX camera 219
Plumbing 175, 176
PLUTO WATER 92
PLYMOUTH cars (used)..142, 144
Poison ivy, treatment of .. 105
POLAR CUB electric fan.... 159
Polishes, metal 191
POLORIS DENTAL POULTICE 55
POMPEIAN lipstick 65
—powder 70
POND'S cream 48
—lotion 46
—powder 71
PONTIAC cars (used) 142, 143, 144
Porcelain dinnerware 154
PORCELIER coffee maker .. 154
Pork 42
Portable typewriters 258
POST'S BRAN FLAKES cereal. 30
POST TOASTIES cereal 30
POUDRE D'ILLUSION powder 71
Poultry 43
Powder, face 69
—talcum 71
—tooth 50
PRACTOS exposure meter .. 227
Precipitated chalk 51
PREMIER apricots 14
—asparagus 18
—baked beans 19
—cherries 15
—corn 20, 21
—peaches 16
—pears 17
—salmon 26
—sauerkraut 22
—tomatoes 23
PREMIER vacuum cleaner 186
PREMIUM motor oil 148
PRESTO exposure meter..226, 227
PRESTO flour 36
PRETONE cleaner 196
PRIDE washing powder 199
PRIDE OF ST. LOUIS flour.. 35
PRIMARFLEX camera 224
PRIMROSE HOUSE lipstick .. 66
PRINCE MATCHABELLI lipstick 66
—powder 71
PRINCESS COLOGNE soap .. 81
PRINCESS PAT cream 48
—lipstick 65
—powder 70
PRINCESS ROYAL peas 21
PRINCESS STRIDE slips 134
PRIZE motor oil 149
PROBAK JR. razor blades ... 72
PROCTOR electric irons..162, 163
—electric toasters.....165, 166
PROGRESS vacuum cleaner .. 185, 187
PROGRESSIVE CLAIROL hair dye 58
PRO-KER hair tonic 62
PROPHYLACTIC toothbrush.. 84
Prophylactics 106
PRUNIDIA tonic 106
PRUNOIDS laxative 93
Psyllium Seed 91
PUFFED RICE cereal 30
PUFFED WHEAT cereal 29
PUGET SOUND seed 234
PUR'DI slips 134
PUREPAC precipitated chalk. 51
PUREX precipitated chalk .. 51
PURITY HI-TEST cleaner .. 200
PURSANG LAXATIVE PILLS. 92
PUT dry cleaner 200
PYCOPE toothbrush 84
Pyorrhea 50, 51
PYRAMIDON 102
PYRAMINAL 102
Pyrethrum dusts and sprays. 205
PYRO anti-freeze 138
PYROZIDE tooth powder 52

Q-BAN hair dye 59
QUAKER cereals 29, 30
QUAKER STATE motor oils, 148, 150
QUALI-REST mattress 111
QUALITY paint 211
QUEEN hot-water bottle ... 167
QUICK QUAKER OATS 29
QUICK SET exposure meter .. 226
QUICKEES underwear, children's 110

RC asparagus 18
RCA VICTOR radios 249, 251
RPM motor oil 148
RADIOTRON radio tubes ... 254
Radio sets, 1938 248
—1937 251
—automobile 252
—midget 251
—communications type .. 252
Radio tubes 254
RAHNEE depilatory 60
RAIN-BO-FILM raincoat ... 121
Raincoats 119
RALSTON cereals 29
Ranges, electric 171
RANSOM & RANDOLPH'S tooth bleach 55
RAPIDOL hair dye 58
Rats, extermination of 205, 206, 207
RAYCREST cherries 15
RAYNSTER raincoat 120
RAY-O-VAC flashlight cells. 231
RAYTHEON radio tubes 255
Razor blades 71
Razors, electric 75
RED A coffee 31
RED CAP razor blades 72
RED CIRCLE coffee 31
RED CLOVER toilet paper .. 215
RED CROSS shoes 126
RED CROSS toilet paper ... 214
RED FEATHER salmon 26
RED HEART rum 243
RED LABEL asparagus 18
—cherries 15
—peaches 16
—tomatoes 23
RED ROBIN toilet paper ... 214
RED STAR coffee 31
RE-DUCE-OIDS 100
Reducing drugs 99
RED & WHITE apricots 14
—asparagus 18
—baked beans 19
—cherries 15
—corn 20
—grapefruit juice 15
—peaches 16
—pears 17
—peas 22
—salmon 26
—salt 45
—sauerkraut 22
—tomatoes 24
—tomato juice 22
REEVES' corn 20
—peaches 16
—rice cereal 30
—tomatoes 24
REFLEX-KORELLE camera ... 224
Refrigerator thermometers . 170
Refrigerators, ice 177, 180
—mechanical 177
REGAL inner tubes 150
REGAL shoes 126
REGAL toilet paper 215
REGS laxative 93
REIGNING BEAUTY raincoat. 121
REIS shorts, men's 114
—undershirts, men's 115
REJUVIA lipstick 65
RELIABLE peas 21, 22
REMINGTON typewriters 258, 259
REMINGTON RAND electric shaver 75
REMY MARTIN brandy 242
RENGO FRUIT obesity cure.. 100
RENTON'S HYDROCINE 102
REO cars (used) 143, 144
REPEATER salmon 27
RETINA cameras 222, 225
REVA hair dye 59
REVERE inner tubes 151
REX exposure meter 227
REXAIR vacuum cleaner..185, 187
REXALL nasal spray 89
—soap 81
REXLIN toilet paper 215
RHUM DES PLANTATIONS ST. JAMES 243
RHUM-SARTHE 243
RHYTHM slips 134
Rice 30
Rice cereals 28, 30
RICE FLAKES 30
RICE KRISPIES 30
RICHARD HUDNUT cream .. 48
—lipstick 65
—powder 70, 71
RICHELIEU apricots 14
—asparagus 18
—cherries 15
—corn 20, 21
—peaches 16
—pears 17
—peas 22
—tomatoes 24
—tomato juice 22
RICHFIELD motor oils ..148, 150
RICHMAN suits, men's..... 116
Rickets, treatment of 104
RICORO cigars 229
RIGHT & READY salt..... 45
RING-FREE motor oils....149, 150
RINSO 198
RITE-RITE pencil 245
'RITE-WAY shoe whiteners .. 213

RITTER baked beans..... 19
—tomato juice 22
RIVAL can opener 153
Roaches, insecticides for 204, 206, 207
ROBAT camera 223
ROBBINS & MYERS electric fans 159, 160
ROBERT BURNS cigars..... 229
ROBSON seed 234
ROCHESTER thermometer .. 171
ROCK DELL asparagus..... 18
—cherries 15
ROCKFORD sewing machine.. 184
ROCKNE cars (used)..... 144
Rodents, control of..... 204
ROLLEICORD camera..... 223
ROLLEIFLEX camera 223
ROMA WINE CORP. wine.... 239
RON BACARDI 243
RON RICO 243
Roofing 175, 176
ROOSEVELT peaches 16
ROSDEX laxative 91
ROSE-DALE apricots 14
—cherries 15
—corn 20, 21
—peaches 16
—pears 17
—salmon 25, 26
—tomatoes 24
ROTHSCHILD cigars..... 229
Rouge 73
ROUX lash dye 56
ROYAL baking powder..... 11
ROYAL flashlight cells..... 231
ROYAL hair restorer..... 59
ROYAL typewriter 258, 259
ROYAL BLUE toothpaste.... 54
ROYAL JEWEL coffee..... 32
ROYAL ROCHESTER toaster.. 166
ROYAL SCARLET apricots .. 14
—asparagus 18
—baked beans 19
—cherries 15
—coffee 32
—corn 20, 21
—peaches 16
—pears 17
—peas 21
—salmon 25
—tomatoes 24
Rubber footwear 121
RUB-LESS metal cleaner.... 191
Rugs 117
RUM CARIOCA 243
RUMFORD baking powder... 11
Rums 242
RUPPERT'S face bleach..... 79
RY-KRISP 101

S. T. 37 toothpaste..... 53
S&W apricots 14
—asparagus 18
—coffee 32
—corn 20
—peaches 16
—pears 17
—peas 21, 22
—tomatoes 24
S. W. P. paint 210
SACRAMENTO asparagus ... 18
—cherries 15
SACSON house dress 131
SAFE-T heating pad..... 162
SAFETY-HEET heating pad.. 161
Safety razor blades..... 71
SAKS stockings 136
SAL HEPATICA 89, 92, 97
Salmon, canned..... 24
Salol ointment 82
SALON cream 48
Salt, iodized 44
Salt, as dentifrice..... 51
Salts, as laxatives 90, 92
SAMOA OIL sunburn preventive 82
SAMSON electric fan 159
—heating pad 161
—toaster 166
SANI-CLOR disinfectant 196
SANI-FLUSH cleaner 194
SANITARY ice box 182
Sanitary napkins 73
SANITUBE ointment 106
SANKA coffee 34
SAN-NAP-PAK sanitary napkins 74
SAN-NEAT sanitary napkins. 74
SANOVAL hot-water bottle.. 167
—sanitary napkins..... 74
SANOVAN deodorant 196
SANTOS ROYALE coffee.... 32
SARAKA laxative 91
Sauerkraut, canned..... 22
SAVABRUSH paint-brush cleaner 194
SAVAGE lipstick 65
SAVE light bulbs 164
SAVOGRAN cleaner 196
SAVOY salmon 25
SAYBROOKE (see MACY'S)
Scalp, care of 60
SCHENLEY'S whiskey 240, 241
SCHICK electric shaver 75
SCHILLING baking powder .. 11
SCHOBLE hats, men's 112
SCIENTIFIC fly spray..... 206
SCIENTIFIC toothbrush 84
SCOTT CO. corn 19
SCOTTISSUE toilet paper.... 214
SCRIPTO pencil 244, 245
Seafood, canned 24
—fresh 42
SEAGRAM'S gin 244
—whiskies 240
SEAMPRUFE slips 133, 134
SEARS' anti-freeze 139
—auto radio 252
—blanket 108
—egg beater 155
—electric fan 160
—electric iron 163

—electric shaver 76
—flashlight cells 231
—fountain pen 246
—hot-water bottle 167
—household oil 208
—inner tubes 150
—juice extractor 168
—motor oils 148, 149
—paints 210, 211
—radio 249, 250, 252
—radio tubes 255
—raincoat 120
—razor blades 72, 73
—refrigerators 178, 180
—shaving cream 77
—shaving soap 78
—sheets 123, 124
—shirts, men's 113
—shoes, children's 127
—storage batteries 146
—tires 140, 141
—toaster 165
—toothbrush 84
—toothpaste 54
—underwear, children's.... 110
—vacuum cleaner 187
—washing machine 189
SECRETARY fountain pen... 247
SEDA toilet paper..... 214
SEDOBROL 98
SEDORMID 98
Seeds, vegetable 233
Seed treatment and special equipment 232
SEEQUIT 102
SEIBERLING inner tubes 151
Seidlitz powders, U. S. P. 91
SELOX 198
SEMINOLE toilet paper..... 214
SERACETA slips 133
SEROCO paint 210
SERUTAN laxative 91
SETH THOMAS electric clocks 156, 157, 158
SEVENTEEN lipstick 65
7-20-4 cigars 228
Sewing machines 182
Shampoos 75
SHAPELEY'S PRESCRIPTION. 106
Shavers, electric 75
Shaving creams 76
—lotions 78
—soaps 78
SHEAFFER fountain pen 246, 247
—pencil 245
SHEER-O-SHEEN raincoat ... 121
Sheets, muslin 123
SHELL-PENN motor oils..148, 149
SHEPHERD bathing suit 107
SHEQUA raincoat 121
SHERAY toothpaste 54
SHERWIN-WILLIAMS paints 209, 210
SHEWAN-JONES wine 239
SHINOLA shoe whitener..212, 213
SHIRT-EEZ undershirts, men's 115
Shirts, men's 113
Shoe dressings 211
Shoe whiteners 211
Shoes, men's, women's, children's 124
—corrective 125
—tennis 257
SHORT-EEZ shorts, men's.... 114
Shorts, men's 113
—women's 131
SHREDDED WHEAT 29
Shrimps 43
SHU-MILK shoe whitener, 212, 213
SHURFINE salmon 25
SHUR-SHOT camera 219
SHU-SHINE shoe whitener .. 213
SHU-SNO shoe whitener 212
SIGNAL electric fan 158, 160
SILCO metal cleaner 191
SILEX JR. coffee maker..... 154
SILICA toothpaste 54
SILK FINISH toilet paper.... 214
SILPH chewing gum 100
SILVER BAR peaches 16
SILVERBRITE tarnish preventive 192
SILVER COL nose drops.... 89
SILVER CREST salmon 27
SILVER DALE tomatoes 24
SILVER DUST 198
SIL-VER-ENE silver polish... 192
Silverfish, extermination of, 206, 207
SILVER MOON coffee 32
Silver polishes 191
SILVER SENTRY tarnish preventive 192
SILVER SWAN toilet paper.. 215
Silverware 168
SIMPLEX hair dye 58
SINCLAIR motor oils 148, 149
SINGER household oil..... 207
—sewing machines 183, 184
SKASOL drain cleaner..... 193
Skin bleaches 79
—disorders, treatment of.. 104
—lotions 46
SKOL sunburn preventive.... 82
SLAZENGER tennis balls.... 257
Sleeping garments, children's 108
Sleeplessness, treatment of.. 97
SLEEPY BRAND SALTS laxative 92
SLENDORITA cigars 229
SLENDS REDUCING GUM.... 100
Slips, women's 133
SLUMBER KING mattress ... 111
SNIDER catsup 27
—peas 21
SNO-SHEEN cake flour 36
SNOVY WHITE tooth bleach 55
SNOW PEAK asparagus 18
SNOW SNUG snowsuit 109
Snowsuits, children's 109
Soap, bead 197
—castile 81
—chip 197

—flake 197
—green, tincture of 61, 85
—laundry 105, 196
—powders 199
—shampoo 61
—shaving 78
—toilet 79
Soap dishes 79
SOCIETY BRAND suits, men's 116
Socks, men's 116
SODIBOR tooth powder 52
Sodium hypochlorite, U. S. P. 85
Sodium perborate, as mouth-wash 67
—as tooth powder.....50, 52
Sodium phosphate, U. S. P., as laxative 91
SOFTASILK cake flour 35
Soil preparation 231
SOLITAIRE asparagus 18
—cherries 15
—corn 20
—pears 17
—peas 22
SOMERSET towels 129
SOME STRIKE salmon 26
Sore throat, treatment of.... 105
SPALDING bathing suits.... 107
—tennis balls 257
—tennis racket 256
SPEED GRAPHIC camera ... 220
Spot removers 199
SPRATT'S flea powder 206
—flea soap 206
—germicide 196
SPRING-AIR mattress 111
SPUN-LO slips 135
SQUIBB cream 48
—hand lotion 63
—prophylactic 106
—shaving cream 76
—toilet lanolin 63
—toothpaste 53
—toothpowder 52
S. SEIDENBERG cigars 228
Stain removers for teeth ... 54
Stain and spot removers 199
STANBI coffee 32
STARDOM'S HOLLYWOOD DIET 101
STARTEX towels 130
STATLER toilet paper 214
STEARNS & FOSTER CO. mattress 111
Steel wool 190
STETSON hats, men's 112
STEVENS towels 130
STEWART'S coffee 33
STEWART WARNER radios.. 248
Sties, treatment of 94
STILLMAN'S freckle cream.. 79
Stockings, women's 135
STOKELY'S catsup 28
—peaches 16
—pears 17
—peas 22
—tomatoes 24
—tomato juice 22
Stokers, coal 175
STOKES seed 234
Storage batteries 144
STROKEMASTER tennis rackets 255, 256
STROMBERG-CARLSON radios 251
STUDEBAKER cars (used) 142, 143, 144
STYLEPARK hats, men's..... 112
Suits, children's snow 109
—men's 115
Sulfur dioxide 37
SULTANA salmon 25, 26
SUNBEAM asparagus 18
—corn 20
—grapefruit juice 15
—peaches 16
SUNBEAM electric iron 163
—toaster 166
Sunburn preventives 81
SUN-DINE grapefruit juice.. 15
SUNFOE sunburn preventive. 83
Sun lamps 103
SUNNYFIELD cereals 29, 30
—flours 35, 36
SUNOCO motor oil 149
SUN PROOF paint 210
SUNSHEEN tennis strings ... 256
SUPER BALDINA camera ... 226
SUPER DURATEX anti-freeze 139
SUPER IKONTA camera 221, 225, 226
SUPERIOR toilet paper 214
SUPERIOR towels 128
SUPER JUICER juice extractor 168
SUPER NETTEL camera 225
SUPER PYRO anti-freeze ... 139
SUPER SPECIAL tennis strings 257
SUPER SPORT DOLLY camera 226
SUPER SUDS 198
SUPER THERMO anti-freeze. 138
Suppositories 95
SUPREME fountain pen 247
SURE TO GROW seeds 235
SWANK toilet paper 214
SWANS DOWN flour 36
SWEET GIRL corn 20
—peaches 16
—pears 17
—salmon 25
SWEETHEART soap 81
SWIFT'S butter 12
SWISS-KRISS laxative 91
SYLVANIA blanket 108
SYLVANIA radio tubes 254
SYLVETTE obesity cure 101
SYMBOL hot-water bottle .. 167
Syphilis, treatment of 106
Syrup, maple 40

T&M asparagus 18
TAKAMINE toothbrush ...83, 84
Talcum powder 71

TALL'S FEMALE TONIC.... 106
TAMPA NUGGET cigars 229
TAMPAX 74
Tampons 74
TANGEE eyelash preparation. 56
—lipstick 65
—powder 70
TANGLEFOOT DIFUSOR METHOD (moths) 206
TANLAC tonic 106
Tannic acid 86
Tarnish preventives 192
TARNISH-RESIST silver polish 192
TAROLA hair tonic 62
Tartar emetic syrup 204
TARTAROFF tooth bleach... 55
TASTYEAST 106
TATTOO lipstick 66
TAXI tooth bleach 55
TAYLOR CO. wine 239
TAYLOR thermometers ..170, 171
Tea 97
TEACHER'S HIGHLAND CREAM whisky 242
Teeth, bleaches for 54
—care of 50
—stain removers for 54
Teeth, artificial, cleaners for 54
—fasteners for 55
TEFRA toothbrush 84
TEK toothbrush 84
TELECHRON electric clocks 156, 157
Tennis equipment 255
TEN TEN cigars 229
Termites, extermination of.. 207
TERMOX moth preventive... 206
TERRAPLANE cars (used) 142, 143, 144
TESTRITE thermometer 169
TET cleaner 200
TEXAS MINERAL CRYSTALS 92
TEXLIN toilet paper 215
THE FOOD THERMOMETER (Woolworth's) 170
THERMOHALE inhalant 89
Thermometers, clinical 169
—indoor 170
—outdoor 169
—oven 171
—refrigerator 170
THERMO ROYAL anti-freeze 139
THIN-FLEX razor blades ... 72
THOMAS' SYSTEM hair treatment 62
THOM McAN shoes 126, 127
THOR washing machine..187, 189
THREE FLOWERS cream..... 48
3-IN-ONE household oil 208
THREE MINUTE OAT FLAKES 29
Thyroid compounds 99, 100
TILDEN tennis strings 257
Tincture of green soap.....61, 85
TIOLENE motor oils 148, 149
Tires, automobile 139
—retreaded 141
TIS-GON depilatory 60
TITAN-O-ZINC paint 211
Toasters, electric 165
TOASTMASTER 166
Tobacco 97
Toilet-bowl cleaners 194
Toilet paper 213
Tomato catsup (ketchup) .. 27
Tomato juice, canned 22
Tomatoes, canned 23
Tonics 106
Tonics, hair 60
Tooth bleaches 54
—brushes 83
—fasteners 55
—pastes 50
—powders 50
Toothache drops and waxes.. 55
—treatment of 55, 102
TOP HAT raincoat 120
TOPS cigars 228
Towels, athletic 129
—bath 127
—dish 130
—face 129
TOWN TAVERN whiskey ... 240
TRAVELENE motor oils...147, 149
TRIAD radio tubes 255
TRICOLATOR coffee maker.. 154
Trisodium phosphate (TSP) 190, 194
TRITON motor oil 148
TRULY WARNER hats, men's. 112
TRUPAK asparagus 18
Tubes, radio 254
TUMS 97
TUNG-SOL radio tubes 255
TURBINE egg beater 155
Turkeys 43
TUXEDO razor blades 72
TWIN WEAVES slips 134
TYDOL motor oils 148, 150
Typewriters, portable 258

U. S. rubbers 122
USL storage battery 145
U. S. ROYAL inner tubes ... 151
—tires 140
ULTRA DEW deodorant 69
ULTRASOL hair tonic 62
Ultra-violet therapy 103
Undershirts, men's 113
Underwear, children's 109
—men's 113
—women's 131, 133
UNDERWOOD typewriters..258, 259
UNICA salmon 27
UNITED SPORTS cigars 229
UNIVERSAL electric iron ... 163
—heating pad 162
—toasters 166
—vacuum cleaners 186, 187
—washing machine 188
UNIVERSAL JUWEL cameras. 221
USALITE flashlight cells 231

Used cars 141
UTICA sheets 124

Vaccines for colds 86
Vacuum cleaners 185
VALAZE hand lotion 63
VALLEY BELT asparagus.... 18
VALOR motor oil..... 149
VALOX disinfectant 196
VALVOLINE motor oils...148, 150
VA-MO-CO towels 128, 129
VAN CAMP'S baked beans... 19
—catsup 28
—tomato juice 23
VAN HEUSEN shirts, men's.. 113
VANITY FAIR shorts, women's 131, 132
VANIVA shaving cream..... 77
VAN RAALTE shorts, women's 132
—slips, women's 135
VANS ALL WHITE shoe whitener 212
VANTA underwear, children's 110
VAPEX 89
VARADY OF VIENNA lipstick 66
VARSITY shorts, men's..... 114
—undershirts, men's 115
Vaseline, for burns 86
—for hair 60
VAT 69 whisky 242
VAUGHAN'S can openers..152, 153
VAUGHAN'S seeds 234, 235
Veal 42
VEEDOL motor oil.....148, 149
Vegetable seeds 233
Vegetables, canned 12, 17
—frozen 39
VELDOWN sanitary napkins.. 73
VELVET electric shaver..... 75
VELVET pencil 245
VELVET toilet paper..... 215
Venereal diseases 106
VENETIAN cream 49
VENIDA toilet paper..... 215
VENIDA MENTHOKERCHIEF. 89
VENIDA-NAP sanitary napkins 73
Ventilating equipment 175
VENUS sanitary napkins..... 73
VERACOLATE laxative 93
VERMONT MAID maple syrup 41
VICK'S VAPORUB 88, 89
—VA-TRO-NOL 89
VICTOR tennis strings..... 257
VIKING toilet paper 215
VILAS BROS. paint 210
VINCE mouthwash 67
—tooth powder 52
VISCO household oil 207
VISIVAC coffee maker 154
VIT cleaner 191
VITALAIRE ice box 181
VITALIS hair tonic 62
Vitamins, general 28, 34, 39, 47, 100
—A 34
—B 28, 34, 37
—C 37, 38, 39
—D 34, 79
—"E" 79
—G 34
VITA-RAY cream 49
VOGUE toothpaste 54
VOGUE DE LENE shorts, women's 132
VOIGTLANDER cameras 219, 223, 224
VULCAN inner tubes 151

W SQUARE pencil 244
WAHL EVERSHARP fountain pen 247
—pencil 245
WALDORF toilet paper..... 215
WALGREEN hot-water bottle 167
WALK-OVER shoes 126
WALNUTTA hair dye..... 59
WARD'S anti-freeze 139
—auto radio 254
—electric fans 160
—flashlight cases 229
—flashlight cells 231
—heating pad 161
—hot-water bottles 167
—inner tubes 150
—motor oils 147, 149
—paints 210, 211
—radios 249, 252, 254
—radio tubes 255
—raincoat 120
—razor blades 72
—refrigerators 179, 180
—rubbers 122
—shaving soaps 78
—sheets 123, 124
—shoes 126, 127
—shoe whiteners 212
—socks, men's 117
—storage battery 146
—toasters 166
—toothbrush 83, 84
—toothpaste 53
—tooth powder 52
—underwear, children's .. 110
—vacuum cleaner 187
—washing machine 189
WARM SPRINGS CRYSTALS.. 92
Washing machines, electric.. 187
Washing powders 190, 199
WATERMAN'S fountain pens 246, 247
WATERMATIC washing machines 187, 188
WATKINS baking powder 11
WEAREVER pencil 244, 245
WEAR-EVER can opener..... 153
—coffee maker 154
—juice extractor 168
WEBB towels 129, 130
WEBSTER cigars 228, 229
WEBSTER peas 21
—tomato juice 23

WELCH grape juice 101
—tomato juice 23
WELDONA 102
WELLCOME exposure meter.. 226
WELL'S hair dye 59
WELTI camera 222
WESTCLOX electric clocks 157, 158
WESTERN window cleaner.. 193
WESTINGHOUSE electric clocks 157
—electric fans 159, 160
—electric irons 163
—heating pad 161
—light bulbs 164
—refrigerators 178, 179
—sewing machines 184
—sunlamps 104
—toasters 166
WESTON exposure meter.226, 227
WETHERILL tooth bleach .. 55
Wheat cereals 28, 29
WHEATENA cereal 29
WHEATIES cereal 29
WHEAT KRISPIES cereal ... 29
Whiskies 239
WHITE sewing machines..183, 184
WHITE ACE shoe whitener.. 212
WHITE HORSE whisky 242
WHITE OWL cigars 229
WHITE ROSE apricots 14
—asparagus 18
—baked beans 19
—cherries 15
—coffee 32
—corn 19, 21
—maple syrup 40
—peaches 16
—pears 17
—peas 21
—salmon 25
—sauerkraut 22
—toilet paper 215
—tomatoes 24
—tomato juice 23
WHITELEY'S KING'S RANSOM whisky 241
Whiting, for cleaning 191
WIKIES bathing trunks 107
WILD GOOSE toilet paper .. 215
WILDROOT hair tonic 62
WILKEN FAMILY whiskey .. 241
WILL, O. H., seed 234
WILLARD storage batteries.. 145
WILLCOX & GIBBS sewing machines 184
WILLIAMS shaving cream... 77
—shaving soap 78
—toilet soap 80
WILLYS cars (used) .142, 143, 144
WILSON men's shorts 114
WILSON tennis balls 257
—tennis rackets 256
WILSON'S whiskey 240
WILTON shoes 127
WILTSHIRE undershirts, men's 114
WINDEX window cleaner ... 193
Window cleaners 193
WINDSOR whiskey 240
Wines 239
WINNERS tomatoes 24
WINTER-FLO anti-freeze ... 139
WINX 56
WIPE KLEEN window cleaner 193
WISCONSIN seed 234
Witch hazel 46, 78
WIX tampons 75
WIZARD storage batteries.. 146
WOLF'S HEAD motor oils 148, 149
WONDER CRYSTALS laxative 92
WONDERENE disinfectant .. 196
WOODBURY'S cream 48
—hand lotion 64
—lipstick 65
—powder 70
—soap 81
WOODRUFF seed 234
WOOLWORTH'S shorts, men's 114
—thermometers 169, 170
WORCESTER salt 45
—toothpaste 53
WORSTED TEX suits, men's.. 116
WRAY & NEPHEW'S rum... 243
WRIGHT & DITSON tennis balls 257
—tennis rackets 256
WRIGLEY'S toothpaste 53

X-BAZIN depilatory 60
X-ray for hair removal 59
XERVAC scalp treatment ... 61

YARDLEY cream 49
—lipstick 66
—powder 71
YBRY powder 70
YEAST VITE 102
YELLOWSTONE tomatoes ... 24
YOLANDE slips 133
YUBAN coffee 33
YUM 102

Z. X. glass cleaner 193
ZALO toilet paper 215
ZEISS cameras 220-226
ZENITH radios 249, 250
—radio tubes 255
ZERBEE mechanical toothbrush 84
ZERONE anti-freeze 139
ZINCORA tooth powder 52
ZIP depilatory 60
ZONITE 67, 85, 95, 131, 195
ZORITE disinfectant 196